

Abstract

The invention provides a method or system for selecting a target group of most profitable consumers of a product or service from a group of consumers contained in a database including variables for each consumer. The invention involves selecting from the database, a sub-group of consumers. One then administers to each member of the sub-group a series of questions including questions relating to non-database variables of the members. The next step is to calculate a profitability score for each member of the sub-group based on answers to the questions. The system of the invention then calculates a statistical relationship between the behavioural variables of members of the sub-group and the variables contained in the database of the members of the sub-group. One then identifies variables contained in the database that are predictive of consumer profitability based on the strength of the statistical relationship between the variables contained in the database and the behavioural variables. The system then creates a mathematical algorithm that assigns a profitability score to each member of the group of consumers. The mathematical algorithm is based on the strengths of the statistical relationship between said variables contained in the database and the behavioural variables. Once the algorithm is created the next step is to calculate a profitability score for each member of the group based on said mathematical algorithm. After ranking the scores of the members on the database the invention permits one to select from the database of consumers a target group of consumers having variables contained in said database that are most likely to be profitable targets for direct marketing. The profitability score of a target group can be used to adjust a profitability score of a rating group of consumers for an individual media property.